



# Station Order Revised Heinrich for Senate 2012

201092

**Market:** Albuquerque

Estimate ID

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

11649

**Contact:** Jim Giudicessi

**Phone:** 505-246-2222

**Email:** Jim.Giudicessi@krqe.com

**Fax:** 505-944-0259

**Direct:** 505-998-9530

*Jim*  
10/1/12

## KASA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Judge Mathis 1:00 PM 2:00 PM	DT	M-F 30	\$30.00 \$60.00	1			1	✓			2
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30	\$50.00 \$100.00	1				1	✓		2
Extra 5:00 PM 5:30 PM	EF	M-F 30	\$100.00 \$500.00	1	1	1	1	1	✓		5
Hope/Ben 8:30 PM 9:30 PM	PT	Tu 30	\$800.00 \$800.00		1				✓		1
X-Factor 7:00 PM 9:00 PM	PT	W 30	\$1,300.00 \$1,300.00			1		✓			1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 \$800.00		1	1		✓			2
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$300.00 \$1,500.00	1	1	1	1	1	✓		5
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$250.00 \$250.00						1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$275.00 \$275.00							1	1
<b>Station Gross Totals</b>			<b>\$5,585.00</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>20</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/1/2012 2:53:15 PM

KASA-TV

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suzannel@mediastategies.com



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**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

11649

**Contact:** Jim Giudicessi

**Phone:** 505-246-2222

**Email:** Jim.Giudicessi@krqe.com

**Fax:** 505-944-0259

**Direct:** 505-998-9530

*Jim*  
*8/22/12*

**KASA-TV**

*201092*

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
People's Court 1:00 PM 2:00 PM	DT	M-F 30	\$30.00 <b>\$60.00</b>	<i>5</i> 1			1				2
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30	\$50.00 <b>\$100.00</b>	<i>5</i>	1			1			2
Extra 5:00 PM 5:30 PM	EF	M-F 30	\$100.00 <b>\$500.00</b>	<i>5</i> 1	1	1	1	1			5
Hope/Ben 7:00 PM 8:00 PM	PT	Tu 30	\$800.00 <b>\$800.00</b>	<i>5</i>	1						1
X-Factor 7:00 PM 9:00 PM	PT	W 30	\$1,650.00 <b>\$1,650.00</b>	<i>4</i>		1					1
Highly pre-emptible at LUR per KASA. Move to L4											
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$1,000.00 <b>\$1,000.00</b>	<i>3</i> 1							1
Highly pre-emptible at LUR per KASA. Move to L3											
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$800.00 <b>\$800.00</b>	<i>3</i>		1					1
Highly pre-emptible at LUR per KASA. Move to L3											
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$325.00 <b>\$325.00</b>	<i>4</i>					1		1
Highly pre-emptible at LUR per KASA. Move to L4											
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$350.00 <b>\$350.00</b>	<i>4</i>						1	1
Highly pre-emptible at LUR per KASA. Move to L4											
<b>Station Gross Totals</b>			<b>\$5,585.00</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>15</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/22/2012 6:54:16 AM

KASA-TV

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suzannel@mediastrategies.com

# Spot Manager: All, 10/15/12-10/21/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
201092	11649		10/15/12	:30	P5		10/15-10/21		\$30.00
201092	11649		10/18/12	:30	P5	1:38:46 PM	10/15-10/21		\$30.00
									\$60.00
									\$60.00
Line: 2									
Time Period: 4p-5p									
201092	11649		10/15/12	:30	P5		10/15-10/21		\$50.00
201092	11649		10/19/12	:30	P5	4:29:37 PM	10/15-10/21		\$50.00
									\$100.00
									\$100.00
Line: 3									
Time Period: 5p-530p									
201092	11649		10/17/12	:30	P5	5:22:54 PM	10/15-10/21		\$100.00
201092	11649		10/19/12	:30	P5	5:14:41 PM	10/15-10/21		\$100.00
201092	11649		10/18/12	:30	P5	5:14:26 PM	10/15-10/21		\$100.00
201092	11649		10/16/12	:30	P5	5:14:26 PM	10/15-10/21		\$100.00
201092	11649		10/15/12	:30	P5	5:22:24 PM	10/15-10/21		\$100.00
									\$500.00
									\$500.00
Line: 4									
Time Period: (8:30:00 PM-9:00:00 PM)									
201092	11649		10/16/12	:30	P5	8:40:16 PM	10/15-10/21		\$800.00
									\$800.00
									\$800.00
Line: 5									
Time Period: 7p-9p									
201092	11649		10/17/12	:30	P5	7:28:50 PM	10/15-10/21		\$1,300.00
									\$1,300.00
									\$1,300.00
Line: 6									
Time Period: 9p-930p									
201092	11649		10/17/12	:30	P5	9:29:00 PM	10/15-10/21		\$400.00
201092	11649		10/16/12	:30	P5		10/15-10/21		\$400.00
									\$800.00
									\$800.00
Line: 7									
Time Period: 930p-10p									
201092	11649		10/19/12	:30	P5	9:38:56 PM	10/15-10/21		\$300.00
201092	11649		10/15/12	:30	P5	9:38:16 PM	10/15-10/21		\$300.00
201092	11649		10/16/12	:30	P5	9:58:35 PM	10/15-10/21		\$300.00
201092	11649		10/18/12	:30	P5	9:47:12 PM	10/15-10/21		\$300.00
201092	11649		10/17/12	:30	P5	9:56:20 PM	10/15-10/21		\$300.00
									\$1,500.00
									\$1,500.00
Line: 8									
Time Period: 930p-10p									
201092	11649		10/20/12	:30	P5	9:37:26 PM	10/15-10/21		\$250.00
									\$250.00
									\$250.00
Line: 9									
Time Period: 930p-10p									
201092	11649		10/21/12	:30	P5	9:56:20 PM	10/15-10/21		\$275.00
									\$275.00

[Sorted by: Line]

# Spot Manager: All, 10/15/12-10/21/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 9

									\$275.00
									\$5,585.00
									\$5,585.00
									\$5,585.00
									\$5,585.00

[Sorted by: Line]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KASA-TV      Albuquerque	<b>Date:</b> 10/1/2012
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I, Media Strategies and Research,  
 being on behalf of: Martin Heinrich, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

**Total Charges: \$5,585.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, October 01, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title